

Idaho Regional Law Enforcement Liaison Program



2005 Idaho Crime Clock vs Highway Safety Clock

41 murders
Every 8.9 days

vs 275 traffic fatalities
Every 1.3 days

2,768 agg.assaults
Every 3.2 hours

vs 14,436 persons injured
Every .6 hour/36.4 min

13,553 s.assaults
Every 38.8 minutes

vs 23,238 collisions
Every 22.6 minutes

Where Does Idaho Rank

- Idaho ranks 8th nationally with the lowest violent crime rate
 - Idaho ranks 3rd among the 13 western states with the lowest crime rate
- Idaho ranks 37th nationally for the lowest fatality collision rate
 - Idaho ranks 9th in fatality collision rate among the 13 western states

2005 Governor's Traffic Safety Summit

- Mission begins and ends with saving lives
- Consistent high visibility traffic law enforcement makes a difference
- Communication and collaboration is paramount

Idaho's First LEL



Purpose of Regional LEL Program

- Objective - encourage law enforcement agencies to participate in high visibility traffic law enforcement
 - Bridge builders
 - Facilitate two way communication
 - Facilitate collaboration

Vision of the LEL Program

- Six LEL's with one police officer representing each of the six Idaho Regions.
- Officers selected from city, county and state law enforcement.

Measurement of Success

- Reduce deaths and serious injuries from traffic crashes
 - Reduce impaired driving fatalities
 - Reduce aggressive driving fatalities
 - Reduce unbelted fatalities
- Encourage agencies to participate in mobilizations
 - Increase # of participating agencies
 - Increase # of hours dedicated to mobilizations
- Help build Idaho traffic law enforcement into one team
 - Increase # of agencies participating in multi-disciplinary traffic law enforcement task forces
 - Increase # of agencies working non-grant funded traffic law enforcement activities

Questions

LEL's, & Mobilizations 2006 & Future

- Goal is to reduce deaths and serious injuries resulting from traffic crashes.
- LEL's bring a local Law Enforcement face to our work & partnerships

Regional LEL's

- Officer Nick Knoll, Cd'A PD
- Sgt Ted Piche', Lewiston PD
- Officer Kyle Wills, Boise PD
- Deputy Jay Wiggins, Twin Falls Co SO
- Trooper Brady Johnson, ISP Region 5
- Sgt Cameron Stanford, Madison Co SO

May Mobil - Enforcement

- Goal was 78% seat belt use
- 42 agencies participating
- 80% of Idahoans subject to local enforcement
- \$125,000 funding
 - \$90,000 for OT
 - \$35,000 for equipment

May Mobil - Paid Media

- Focus on 18-34 year old males
- Television ads & theatre ads - Rolling Pickup
- English & Spanish radio ads - LEL's and Sound Effects
- Traffic reports
- Billboards
- Earned Media
- Cost about \$110,000

Billboard



May Mobil Results

- Officers worked 3,600 dedicated hours. Enforcement included:
 - 6,400 seat belt tickets
 - 2,200 speeders
 - 1,600 uninsured motorists
 - 150 reckless driving
 - 276 DUI arrests
 - 1,279 felony, fugitive, and drug arrests

Change in Seat Belt Use

- Belt use increased to 80%!
- Possible reasons for the change:
 - Steady drip of seat belt enforcement
 - LEL's efforts drove up commitment
 - More effective advertising
 - Ongoing mobilizations

Aggressive Driving/Youth Mobilization

- 59 police agencies participated
- \$160,000 of OT and incentive equipment
- June - August

TRAFFIC VIOLATION

Issued by the Police Dept.



TAILGATERS, YOUR TAIL IS OURS.

We're getting aggressive with aggressive drivers.

No **39887**

| | | |
|---------|------|-------|
| Name | Date | |
| Address | City | State |

ADAMS

Impaired Driving Mobilization

- Drunk Driving, Over the Limit, Under Arrest
- 30 agencies
- \$100,000 in funding

FY 2007 Mobilization Plan

- November 2006 - Seat Belts
- December 2006 - DUI
- St Patrick's Day - DUI
- May 2007 - Seat Belts
- June thru August - Aggressive/Youthful Driving
- July 4th - DUI
- Labor Day - DUI

Mobilization Opportunities

- Partners working together
- Can get overtime or traffic enforcement equipment
- Supported by paid advertising and earned media
- Simplified paperwork (not grants)

Let's Make a Difference Together

